



AUCTRIA.COM
Fundraising auctions made easy

Auction Planning Timeline Online Only

12-6 MONTHS prior to auction

Goals & Operations:

- define goals, purpose & budget
- recruit committee volunteers
- determine auction date and times for open and close of online bidding
- decide on auction platform program and communication strategy
- define theme, messaging & graphics
- communicate status of all teams
- thank all volunteers

Procurement:

- define target bidding audience
- brainstorm donation requests that will interest the bidding audience (i.e. tutoring for school age families, or animal care services for animal lovers)
- create a spectacular procurement letter

Marketing:

- create online auction presence for procurement team to maximize donor exposure
- market Save-the-Date to potential bidders & attendees
- create a video appeal with a call-to-action, share it with all stakeholders and ask them to share too
- coordinate all materials to match theme or logo: website, social profile pictures and headers

Aucria program best practices:

- use Aucria from day 1 to track all data
- add key committee members as users to input review live data & reports
- set-up dedicated website early in the process to increase procurement success
- website templates are quick and easy to use and customize
- set-up website to accept straight monetary donations throughout the entire auction process
- track all donation requests
- donor logo and website for donors, this will hyperlink to their webpage, this a huge selling point the procurement team can use to encourage donors to give
- post save the date for when online bidding commences
- link video appeal from auction website
- complete documentation and user guide makes understanding how to use the program easy
- Get social with Aucria and other that are fundraising just like you. Procurement inspiration can be found on our Pinterest boards, connect on Facebook with fellow fundraising colleagues, Twitter for quick tips and links.

3-6 MONTHS prior to auction

Operations:

- review status of goals, purpose & budget
- set up structure for auction website
- set-up or review banking procedures and protocol
- set-up donor tracking mechanism
- recruit and coordinate volunteers
- communicate status of all teams
- thank all volunteers

Procurement:

- plan out which volunteers will be soliciting which donors; this can be done by geography, industry type or individually
- 6 months out- send out letters to larger corporations, sports teams, theme parks, hotels
- 3 months out- send out letter to smaller local businesses
- track all donor requests
- track all donations
- load all donations in system with detailed descriptions and photos
- create procurement letter
- hand deliver and request from local retail establishments, restaurants

Marketing:

- use social media to promote save-the-date
- create theme or use logo
- order any custom printing service items
 - marketing
 - giveaways
 - flyers
- consider distributing a full or modified bid catalog hard copy, if so, prepare mailing lists to re-market to past bidders or past supporters
- create and schedule all marketing promotions counting down to event day:
 - promote raffle ticket sales
 - promote open and close bidding dates
 - promote links to entire online catalog
 - promote individual auction items
 - promote keynote speaker

Aucria program best practices:

- track all donors and donations
- review dashboard report
- continue to collect logos for donors to be used online in donor list and in printed catalog
- collect donor website information to hyperlink logo to their website
- import & export past bidder and emails to favorite email program
- Income Infusers can be sold online as Donations or For-Sale Items
- Bid Book/ catalog is auto created with just a few clicks or more customized with easy-to-use templates

2-1 MONTH prior to auction

Operations:

- test all auction systems
- Income infusers such as raffle, straight-bid from the heart should be finalized
- organize timelines:
 - open bidding date and time
 - closing bidding date and time
- draft bid catalog

Procurement:

- continue follow-up on procurement letters
- offer to pick up any donated items
- record all donors and donations
- this is a great time to pound the pavement for local donations, many will donate on the spot when the donation letter is personally delivered and accompanied by a smile

Marketing:

- follow-up formal invites with informal social media at least 2x a week leading up to event date
- market in a variety of days and times to capture the audience at different times in their routine
- weekend marketing pushes are ok too
- follow or modify marketing & promotion plan developed earlier

Aucria program best practices:

- review dashboard report on front page of auction summary
- review and adjust goals accordingly
- load lots of photos to auction listing (at minimum 1 per item)
- load logo and website for donors, this will hyperlink to their webpage
- Facebook & Twitter, link auction website or individual items to followers
- encourage posting, sharing, tweeting by audience to increase awareness
- review user guide for close-out activities

4-2 WEEKS prior to auction

Operations:

- review status of goals, purpose & budget
- work with procurement team to check all auction pricing: starting bid, bid increments, buy-it now
- begin online bidding (if applicable)
- draft timeline for during event
- communicate status of all teams
- thank all volunteers

Financial:

- test credit card services
- document finance procedures & protocol

Procurement:

- final call-out for donations
- load all donor acknowledgements, websites in system
- load all donations in system with detailed descriptions and photos

Marketing:

- formal invitations distributed (either hard copy or e-invite)
- follow-up formal invites with informal social media at least 2x a week leading up to event date
- market in a variety of days and times to capture the audience at different times in their routine
- weekend marketing pushes are ok too
- promote online bidding
- promote links to entire online catalog
- promote individual auction items
- re-market to past bidders or past supporters

Aucria program best practices:

- review dashboard report on front page of auction summary
- review and adjust goals accordingly
- Stripe is fully integrated so all steps from bidder registration to final collections and receipts are seamless
- change credit card processing from Test to Live mode to begin accepting payments online
- ask a volunteer to proofread all item descriptions, preferably a person that has NOT looked at the pages before can 'see' things that auction team may have overlooked
- Facebook & Twitter, link auction website or individual items to followers
- encourage posting, sharing, tweeting by audience to increase awareness

1-2 WEEKS prior to auction

Operations:

- review status of goals, purpose & budget
- review dashboard reports
- organize and tag all auction goods for distribution post event
- communicate status of all teams
- thank all volunteers

Procurement:

- finalize inventory
- tagging & organizing all items
- procurement is closed, but you may want to consider exceptions

Marketing:

- formal invitations or call to action to
- encourage social media posting and sharing
- if walk-up seats are available promote as such
- countdown to online bidding starting: 3 days, 24 hours, tonight/today
- countdown to online bidding ending: 3 days, 24 hours, tonight/today
- promote with top auction items
- share, post, tweet auction pages
- share, post tweet interesting auction items

Aucria program best practices:

- each page and each auction item can be shared on FB, Twitter
- be creative with promotions
- promote through multiple channels (email, social, newsletter, outbound phone calls, meetings)
- promote at different times of the day
- use lots of colorful images in promotions
- paint the picture with a story for the cause, why bid? why give? why support?

ONLINE EVENT takes place

Event Operations:

- communicate event timelines with all vendors and volunteers
- party set-up & breakdown
- tip service people
- communicate status of all teams
- greet all volunteers and advise of time shifts and duties
- thank all volunteers
- announce next year's auction event, or upcoming significant function

Auction Operations:

- online bidding opens
- proxy bids open
- close-out service & collect final donations, this is AUTOMATIC with Stripe credit card integration
- distribute winning goods & certificate

Marketing:

- post, tweet pictures of pre-event activities & reminders of the big event
- all those that cannot attend appeal for donations online from the heart

Aucria program best practices:

- Aucria is web based any internet connection will allow you to access all auction functionality
- if connectivity difficulties are foreseen an offline downloadable version is available
- pre-registered bidders should have credit card on file already and need to nothing except party check-in
- register day-of bidders upon arrival (optional but doing so will make for a smoother close-out and collection process)
- check-out bidders in bulk or individually
- collect winning bids in bulk with credit card on file or individually
- email bidder statements
- email bidder receipts

POST AUCTION duties

Operations:

- distribute all SOLD auction items
- all UNSold auction items can be re-opened online for quick sale after the event is over
- online auction can be auto-closed and billed
- close silent auction items systematically or by category for a smooth check-out
- financial reconciliations
- distribute the auction goods
- if there was an onsite event most goods and certificates should be distributed on location otherwise distribute the auction goods
- last call to all those that did not attend to donate from the heart with a straight donation
- thank you letters and receipts to donors
- final receipts to bidders
- final notes and critique should be completed shortly after the event to record best practices for subsequent events
- thank volunteers

Retrospective Review:

- document review findings
- review status of goals, purpose & budget
- review vendor services for quality and value
- review donations successes and opportunities
- review pricing strategy for event
- review pricing strategy for auction items

Marketing:

- publicly thank donors and bidders
- broadcast event success
- share how donations will be appropriated
- announce next year's event date & location

Aucria program best practices:

- review status of goals, purpose & budget
- online auction can be auto-closed and billed
- close silent auction items systematically or by category for a smooth check-out
- financial reconciliations

- distribute the auction goods
- thank you letters and receipts to donors
- final receipts to bidders
- final notes and critique should be completed shortly after the event to record best practices for subsequent events
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